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UNITED STATES DISTRICT COURT

DISTRICT OF NEVADA

ORACLE USA, INC., a Colorado
corporation; ORACLE AMERICA, INC., a
Delaware corporation; and ORACLE
INTERNATIONAL CORPORATION, a
California corporation,

Plaintiffs,

v.

RIMINI STREET, INC., a Nevada
corporation; and SETH RAVIN, an
individual,

Defendants.

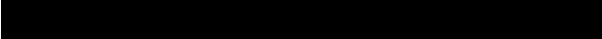

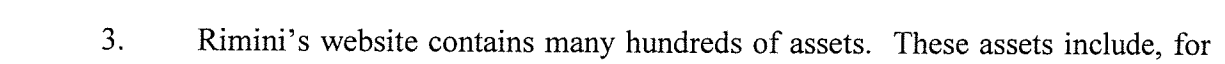

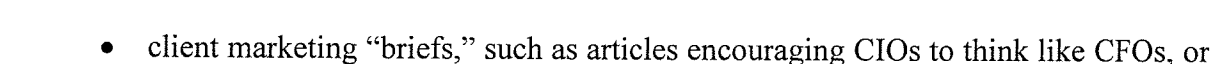
Case No. 2:10-cv-00106-LRH-VCF

**DECLARATION OF MEYLEEN
BEICHLER IN SUPPORT OF RIMINI
STREET, INC.'S OPPOSITION TO
ORACLE'S MOTION TO COMPEL**

PUBLIC REDACTED VERSION

1 I, Meyleen Beichler, declare as follows:

2 1. I am the Group Vice President of Global Marketing Operations and Chief of
3 Staff to the Chief Marketing Officer at Rimini Street, Inc. ("Rimini"). I have served in these
4 positions for one and a half years, and have worked at Rimini for ten years. I oversee Marketing
5 Operations at Rimini Street, including managing personnel, data, technology, resources, budget
6 and tools. I am knowledgeable about Rimini's Marketing Department generally, and
7 knowledgeable generally regarding its public online materials, such as documents in Rimini's
8 online resource library, white papers, webinars, and the like ("Online Materials "). The facts
9 stated in this declaration are based on my personal knowledge, and if called upon as a witness
10 I would and could testify competently to them.

11 2. Online Materials are created by 
12 
13 
14 
15 

16 3. Rimini's website contains many hundreds of assets. These assets include, for
17 example:

- 18 • client marketing "briefs," such as articles encouraging CIOs to think like CFOs, or
- 19 how to make an IT department's working capital work harder;
- 20 • brochures;
- 21 • Company fact sheets;
- 22 • "data sheets" for various product lines;
- 23 • client "success stories," which are marketing pieces in which Rimini explains how
- 24 Rimini met a client's needs and achieved success for a client;
- 25 • webinars;
- 26 • white papers;
- 27 • infographics.

28 4. These Online Materials are for marketing purposes only. In general, the purpose
of these materials is to inform potential clients of Rimini's services, to show how Rimini can

1 add value, show that Rimini provides superior support services for a lower price, and show that
2 clients can have better and more personalized service by hiring Rimini Street. The Online
3 Materials are not, and do not purport to provide, specific technical solutions. They are not
4 updates, fixes, or any other client deliverable provided in the context of Rimini's software
5 support services, and cannot demonstrate how any particular update, fix, or client deliverable
6 was actually implemented or provided to a client. Rimini's Global Services Delivery (*i.e.*,
7 Rimini's support delivery department)—a separate department consisting of support staff and
8 software developers—is responsible for providing technical solutions to clients once they have
9 engaged Rimini.

10 5. Employees in the Marketing and Sales Departments do not have access to Oracle
11 software environments, software, or patches. The Marketing team does not rely on any non-
12 public Oracle information in creating any Online Materials. The Marketing team also does not
13 obtain information regarding Rimini clients' specific Oracle software or the contents of specific
14 clients' Oracle software in order to create Online Materials.

15 6. Online Materials on Rimini's website are accessible to the public and
16 downloadable. In some cases, someone wishing to download Online Materials must provide
17 their name and organization and then click the "download" button.

18 7. It is Rimini's Marketing Department's policy to cite reference materials in any
19 technical papers or white papers whenever appropriate. Thus, typically, where information was
20 obtained from a website or other source available on the web, a link to the website is provided
21 in the footnotes or end notes of the article.

22 8. Rimini does not maintain a list of all of its Online Materials broken down by
23 product line.

24 9. Rimini's Online Materials are created or contributed to by dozens of different
25 people, including internal writers, product marketing personnel, subject matter experts, blog
26 contributors, and copy editors. To the extent these authors reviewed ancillary, publicly
27 available information for background during the course of authoring Online Materials (and not
28 referenced in end notes), Rimini does not keep track or maintain a central repository of such

1 information. Based on my experience creating online content and supervising others who create
2 the content, I do not believe it would be feasible to reliably identify all such information,
3 particularly for content created months or years ago. To even attempt to do so would be
4 extremely burdensome because it would require identifying and then interviewing every author
5 and asking them to remember what materials they may have referenced and then attempting to
6 locate them.

7
8 I declare under penalty of perjury under the laws of the United States that the foregoing
9 is true and correct and that this declaration was executed in Pleasanton, California, on this 16th
10 day of December, 2019.

11
12 By: Meyleen Beichler
Meyleen Beichler